

Annotation

The diploma thesis called *Visual Style of the National Geographic Magazine (1914, 1964, 2014)* is focused on the visual part of this American monthly magazine, that is renowned for its long-standing photography tradition.

In the theoretical part the historic development of the *National Geographic* monthly magazine is summarized, characteristic features of its photographs are defined and compared to the different photographic genres. With relation to the magazine, issues of visual gatekeeping are discussed. The theoretical part is accompanied by examples of published photo manipulations and a chapter about the image-text relation is provided.

The analytical part aims at the development of photographic techniques and photographic content in the selected years 1914, 1964 and 2014. Using the method of content analysis this work deals with over 1000 photographs and allocates them in different coding categories. It is explored which category or characteristic features were typical for each period, for example in connection with gender, locations or the way of capturing the image.

The results of content analysis are put into context by semiotic study which is based on the methods of philosopher Roland Barthes. In addition to that, the analytical part is supplemented with the analysis of selected visual advertisements published in the *National Geographic Magazine*.

The results of the analytical part are summed up and commented in the last chapters of the diploma thesis. In the appendix, there is a profound interview with a former photographer and editor of the *National Geographic Magazine*.

Klíčová slova

National Geographic, vizuální gatekeeping, obrazový editor, magazínová fotografie, obsahová analýza, sémiotická analýza

Keywords

National Geographic, visual gatekeeping, picture editor, magazine photography, content analysis, semiotic analysis